

COD AND NATIONAL DEFENSE ISSUE

# CONSUMERS' GUIDE



WE HAVE a job to do. You, and I, and everyone. Our job is this: To make America strong.

We have our lands to hold, our waters to protect, our skies to guard. We have these, but we have more. We have people.

We are rich in people. People who love and cherish our lands. People who know how and want to work. People who have deep faith that here we have the greatest chance for life, and liberty, and the pursuit of happiness. People who know the fight for these is never won until it is won for everybody.

*Defense is planes and guns. It is equipping an army to man our military weapons. It is this, and more. It is building the health, the physical fitness, the social well-being of all our people, and doing it the democratic way. Hungry people, undernourished people, ill people, do not make for strong defense.*

This, then, is our job, not all of it, but a vital part: Let us make every American strong, stronger than ever before, sturdier in body, steadier in nerves, surer in living.

*Harriet Elliott*

HARRIET ELLIOTT,  
*Consumer Commissioner,  
National Defense Advisory Commission.*



Behind the plow that turns the earth that yields the food—  
Behind machines that make the plows that turn the earth—  
Behind the train and plane and truck that bear the food—  
Behind the store that stocks and sells the food—  
Within the homes, the grand and mean, where food is eaten—

**we stand—130 million people**

**WE MUST BE STRONG**



## We are not strong enough now

45 million of us live below the safety line  
because we do not get the food we need



**BELOW** the safety line—because some of us don't earn enough. We must be helped.



**BELOW** the safety line—because some of us don't know the foods we need. We must be taught.



**BELOW** the safety line—because some of us with land don't grow food for our families. We must learn how.



**BELOW** the safety line—because some of us don't care enough. We must be roused.

## **Below the safety line means this**

5

**Bodies that tire too easily**



**Bodies with minds  
that are slow to think**



**Bodies too weak  
to fight disease**



**THERE'S DANGER BELOW THE SAFETY LINE**

## These breed danger



**Meals that leave the body hungry**  
**Meals that are not well planned**  
**Meals that are tasteless**  
**Meals that neglect protective foods**

**UNBALANCED** meals may not show their effects for years, and when they do, it sometimes is too late.

**BAD** eating habits learned in childhood may mean grown-ups handicapped for long years ahead.

**FOOD** that is vitamin and mineral poor may cheat a body of its chance for vigorous and sturdy health.



# These breed safety

7



**Meals that are ample  
Meals that are well balanced  
Meals that taste good  
Meals that provide an abundance of  
protective foods**



**FOOD IS STRENGTH**

**STRONG**, straight bodies that can carry the load of a hard day's work are built with well-balanced meals.



**ONE LIFE**, and sometimes many lives, depend on eyes that are sharp and sure. Protective foods help keep eyes strong.

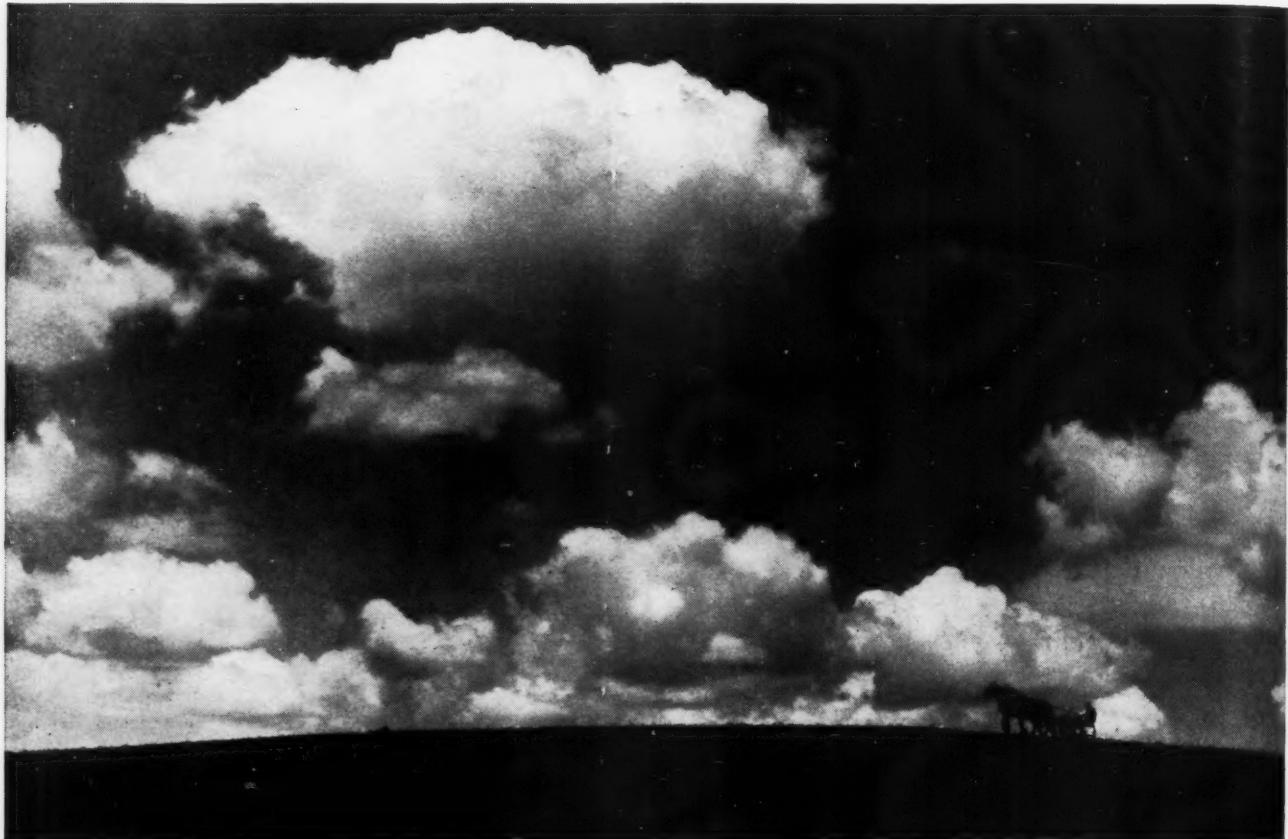


**NERVES** that are steady, firm, and unafraid grow in bodies fed with foods well-balanced and abundant.

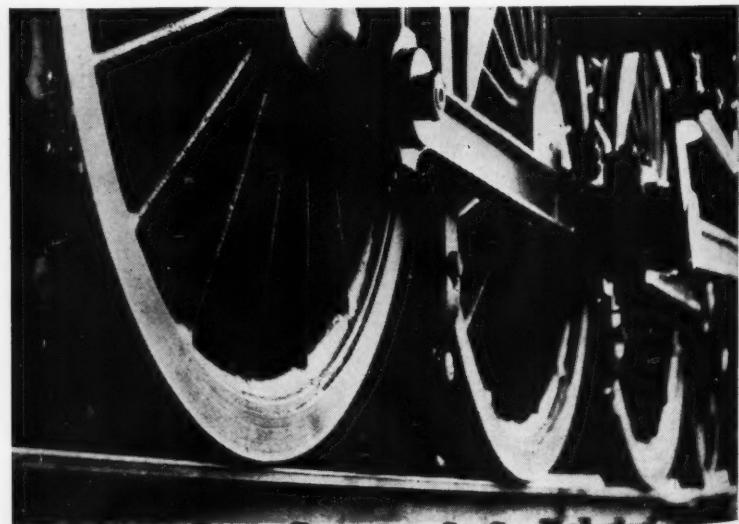


All of us can live al

**We have the lands it takes**  
to grow the food and all the kinds of food we need



**We have the machines it takes**  
to grow and move and market all the food we need



# ive above the safety line

**We have the hands it takes  
to plant and harvest, pack and sell the food we need**



We have the brains to use our lands, to use our hands, to make and use machines. We have the brains it takes to make lands, hands, and machines all work together. That way safety lies.

## Here is the route to safety



**WE CAN USE** our land and conserve it, too. But people who must buy their food cannot buy unless they have the money to buy. We must guard the wages and build the buying power of all who work.

**UNTIL** wages and incomes can buy all the food that farmers produce and consumers need, we must salvage the surplus and route it where it's needed. School lunches, stamp plans, relief food distribution, and ever-normal granaries lead the way. They must go on.

**WE MUST** get the facts of food to everyone: How foods give strength, how they are grown and move to market, what ways there are to get more foods in market baskets at lower cost, how dollars spent for foods can buy more nourishment and strength.

**EVERY** pair of hands, willing and able to work, must have its chance to work; every idle machine, able to turn out useful goods, must be made to turn, because lands and hands and machines that work together produce the wealth that makes it possible for people to buy or grow the food they need.



# This is a job for a nation of people

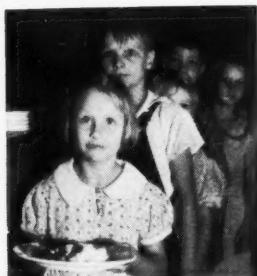
11

—and in it there is work for you

WITH YOUR NEIGHBORS



**YOU CAN GET** a municipal radio market news service started in your city, so household buyers will know what foods are good buys and cheap each day.



**YOU CAN START** a school-lunch program in your city, and see that every school child has at least one well-balanced and adequate meal each day.



**YOU CAN WORK** for low-cost ways of selling milk and fruits and vegetables so that those who have to pinch can buy a greater abundance of them.

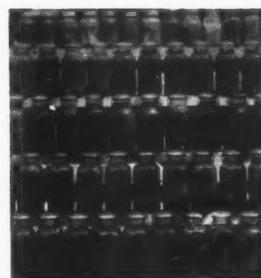


**YOU CAN SET UP** diet clinics where families can bring their food-buying problems and talk them over with experts in nutrition and consumer buying.

BY YOURSELF



**YOU CAN SUPPORT** the Food Stamp Plan, now in 150 cities; help needy families to use and understand it; encourage merchants to sell surplus foods at lowest price.



**YOU CAN LEARN**, if you have land, how to grow the foods you cannot buy, preserve the foods you cannot immediately use, and plan for balanced meals throughout the year.



**YOU CAN URGE** your merchants to sell Government-graded foods, and urge consumers to buy by grade so they will get the quality they want for the money they can spend.



**YOU CAN KNOW** what your local, State, and National governments are doing to help get safe meals to more people.

## **You can chart your own family food needs**

However big or little your family is, or even if you live alone, with the help of this chart you can figure how much of each type of food you should have during a week to get a good diet at low cost. The amounts have been worked out by the United States Bureau of Home Economics. In the blank column at the left, beside the description that fits, write the name of every person who eats at your table.

② Or its equivalent in cheese, evaporated or dried milk.

(1) Or its equivalent in cheese, evaporated or dried milk.  
 (2) Count fatty bacon and fatback as fat, not as meat.

**A MAXIM FOR WISE EATING:** Eat first the foods you need, then eat whatever else you like. When meals are poor, they are usually shortest in

If any description fits more than one person, write the name of the extra person on one of the blank lines below and on that line write in the quantities for that kind of person shown in the lines above. Next, take a ruler and draw a line through the quantities of food having no one's name beside them. Now add up the amounts remaining in each column. The totals you get are the amounts of each kind of food your family will need for a week if it is to get a good diet at low cost.

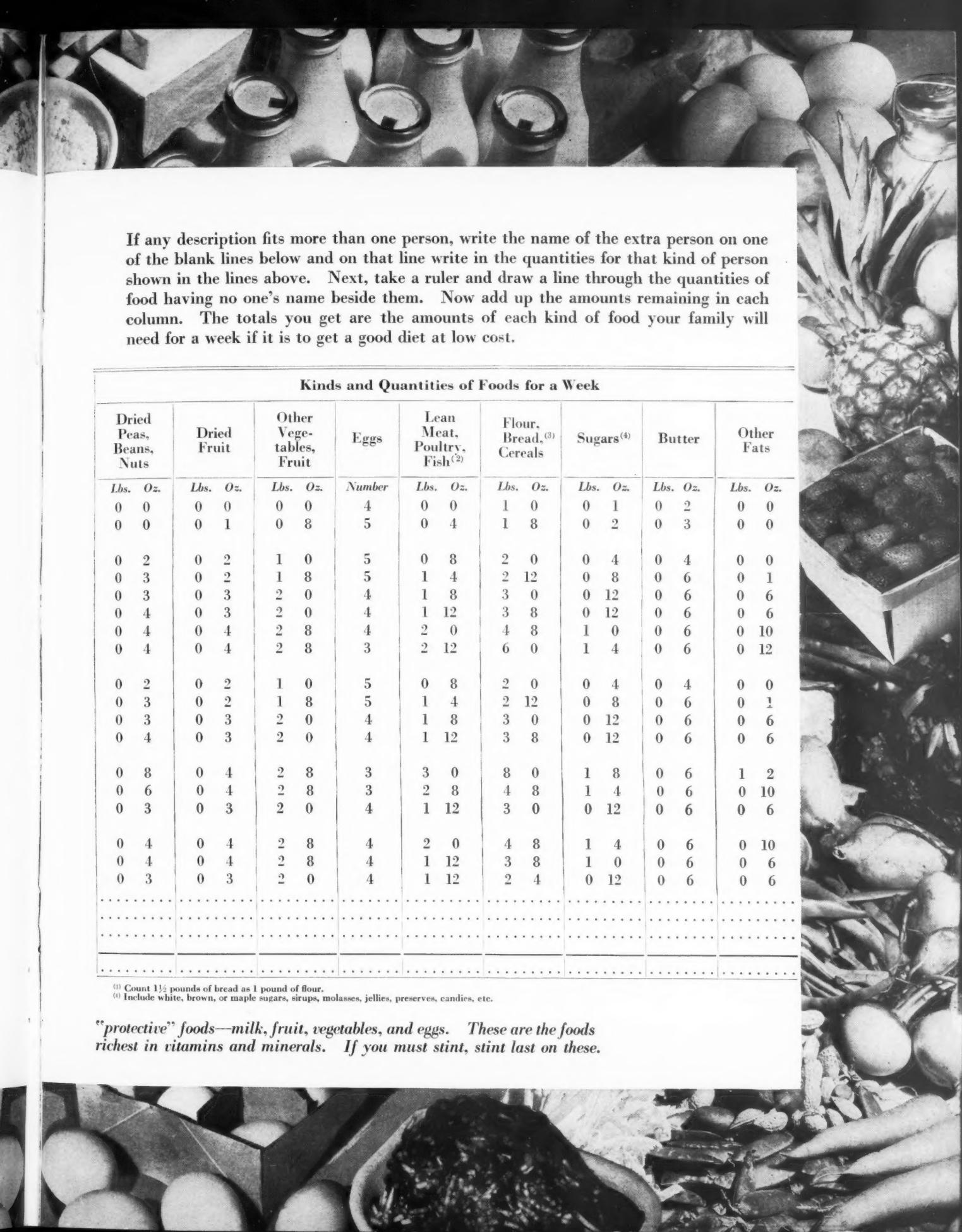
Kinds and Quantities of Foods for a Week

Dried Peas, Beans, Nuts	Dried Fruit	Other Vegetables, Fruit	Eggs	Lean Meat, Poultry, Fish <sup>(2)</sup>	Flour, Bread, Cereals	Sugars <sup>(4)</sup>	Butter	Other Fats
Lbs. Oz.	Lbs. Oz.	Lbs. Oz.	Number	Lbs. Oz.	Lbs. Oz.	Lbs. Oz.	Lbs. Oz.	Lbs. Oz.
0 0	0 0	0 0	4	0 0	1 0	0 1	0 2	0 0
0 0	0 1	0 8	5	0 4	1 8	0 2	0 3	0 0
0 2	0 2	1 0	5	0 8	2 0	0 4	0 4	0 0
0 3	0 2	1 8	5	1 4	2 12	0 8	0 6	0 1
0 3	0 3	2 0	4	1 8	3 0	0 12	0 6	0 6
0 4	0 3	2 0	4	1 12	3 8	0 12	0 6	0 6
0 4	0 4	2 8	4	2 0	4 8	1 0	0 6	0 10
0 4	0 4	2 8	3	2 12	6 0	1 4	0 6	0 12
0 2	0 2	1 0	5	0 8	2 0	0 4	0 4	0 0
0 3	0 2	1 8	5	1 4	2 12	0 8	0 6	0 1
0 3	0 3	2 0	4	1 8	3 0	0 12	0 6	0 6
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(3) Count 1½ pounds of bread as 1 pound of flour.

(4) Include white, brown, or maple sugars, sirups, molasses, jellies, preserves, candies, etc.

"protective" foods—milk, fruit, vegetables, and eggs. These are the foods richest in vitamins and minerals. If you must stint, stint last on these.



## You can get help

In every city, county, and State in the Nation, there are trained and experienced people who can help you work out your food problems. We don't know their names, but you can find them through your telephone and government directories, through the schools, hospitals, professional associations, and institutions.

### CITY



Teachers of Home Economics in high schools and colleges  
 Graduates of Home Economics courses  
 Nutritionists in social service agencies  
 Dietitians in hospitals, schools, factories  
 Doctors  
 Nurses  
 Home Management Specialists in relief organizations  
 Supervisors of Home Economics in Departments of Education  
 Public Health Department officials  
 Department of Markets officials  
 Weights and Measures officials

### COUNTY



County Agricultural Agents  
 County Home Demonstration Agents  
 Agricultural Conservation Associations  
 Land Use Planning Committees  
 Farm Security Administration Home Supervisors  
 Public Health officials  
 Home Economics teachers in schools  
 County Sealers and Weights and Measures officials

### STATE



Teachers of Home Economics in colleges and universities  
 Supervisors of Home Economics in Departments of Education  
 Nutritionists in relief organizations  
 Home Management Specialists in relief organizations  
 State Land Use Planning Committees  
 Department of Agriculture officials  
 Public Health Department officials  
 Public Welfare officials  
 Agricultural Adjustment Administration officials

### WASHINGTON, D. C.



Consumer Commissioner, National Defense Advisory Commission  
 Bureau of Home Economics, Department of Agriculture  
 Consumers' Counsel Division, Department of Agriculture  
 Extension Service, Department of Agriculture  
 Farm Security Administration, Department of Agriculture  
 Surplus Marketing Administration, Department of Agriculture  
 Agricultural Marketing Service, Department of Agriculture  
 Food and Drug Administration, Federal Security Agency  
 Public Health Service, Federal Security Agency  
 Office of Education, Federal Security Agency  
 Social Security Board, Federal Security Agency  
 Children's Bureau, Department of Labor  
 Bureau of Labor Statistics, Department of Labor  
 Antitrust Division, Department of Justice  
 Federal Trade Commission  
 Work Projects Administration, Federal Works Agency



## FOOD IS STRENGTH

AMERICA can dream that want will disappear. America can hope and live in hope that none will lack the food he needs. We can dream and hope, but we must also work.

We can work.

With our lands, and hands, and machines we have built greatly. We have raised from the earth buildings that soar a thousand feet. We have dammed gigantic rivers and made their waters do the work of millions. We have created cities and highways, factories and machines that are the marvel of the world.

We have worked at many things. We must do more.

We must work at this job of getting everybody a chance to earn a livelihood that includes the food he needs. We must make sure that our farmers, the most abundant producers on earth, will have the help they need to keep on raising food and saving soil. We must make our dollars buy the best and safest meals for all.

This means work.

We can start in our own homes. Make food do all the job it can do. Make certain each member of the family gets the food that keeps him strong and well.

We can look at our own communities, discover where meals are poor, why they are poor, how they must be enriched.

We can banish low incomes and waste, and abolish monopoly that chokes the flow of foods from farms to homes.

We have the talent to do all this vigorously, persistently, and in the ways of a democratic people.

We can make America strong by making Americans stronger.



*This special issue of Consumers' Guide, prepared by the Consumers' Counsel Division of the United States Department of Agriculture, and issued by the Consumer Commissioner of the National Defense Advisory Commission, is dedicated to you who want to work at making America strong. We hope you will pass this booklet along to others, after you have read it.*

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